

1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

TRAFALGAR 9-2343

january							july						
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february							august						
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march							september						
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april							october						
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may							november						
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january							march						
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february							april						
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8 EAST 77th STREET
NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, FEBRUARY 18, 1955</u>			
Friday Feb. 18- Feb. 25	PREVIEW OF HANDBAGS AND ACCESSORIES New Mark Cross handbags, duffel bags and coordinated fashion accessories, with showings from 9:30 A.M. to 5:30 P.M. Contact: Ruth Mitchell, PL. 7-5809.	MARK CROSS	MARY MARSH ASSOC. 2 W. 46 ST. (1606)
Friday Feb. 18 6:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS Feb. 18: Margaret Kroder. Feb. 25: Cesar Rubio. March 4: Herma G. March 11: Margaret Cody. March 18: William J. March 25: G. Howard Hodge. April 1: Aranka. Contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
Feb. 19- Feb. 26	SEVENTEENTH ANNUAL NATIONAL SEW AND SAVE WEEK. Contact: National Needlecraft Bureau, 430 Park Avenue, PL. 1-3430.		
Sunday Feb. 20- Feb. 27 12:00 Noon- 11:00 P.M.	THIRD ANNUAL AUTO SPORTS SHOW Over one million dollars worth of automotive equipment, including the newest foreign and domestic cars, will be on display. Admission: \$1.50. Publicity: Betty Impellitteri Assoc., 30 Central Park So., PL. 3-1170.	UNIVERSAL TRAVEL & AUTO SPORTS SHOW	MADISON SQ. GARDEN EXHIBITION HALL
<u>WEEK BEGINNING MONDAY, FEBRUARY 21, 1955</u>			
Monday Feb. 21	JUNIOR SEPARATES SUMMER COLLECTION "A Frosted Bouquet"--presentation of coordinated junior separates in cotton, designed by Stella Landre, at continuous daily showings. Publicity: Mary Balabus, LO. 4-5537.	ILENE RICKY	1407 BROADWAY SHOWROOM - 7TH FLOOR
Feb. 22	WASHINGTON'S BIRTHDAY (Tuesday--Legal Holiday).		
Feb. 23	ASH WEDNESDAY (Beginning of Lent).		
Wednesday Feb. 23 12:30 P.M. Luncheon	SPRING CUSTOM-ORDER DURING LUNCHEON Martier-Raymond will present their Spring custom-order fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	MARTIER-RAYMOND (36 CENTRAL PARK SO.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Feb. 23 4:00 P.M.	PRESS PREVIEW: SPRING & SUMMER BRIDAL FASHIONS The press will be invited to preview Spring and Summer bridal fashions, including Sophie "made-to-measure" bridal gowns. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	5TH FLOOR FUR SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 24 9:30 A.M. Coffee	PRESS PREVIEW OF MATERNITY FASHIONS Lane Bryant will preview a group of Helene Scott's trans-seasonal maternity fashions. By invitation only. Contact: Paula Miller, LE. 2-0200.	LANE BRYANT	10TH FLOOR
Thursday Feb. 24 10:00 A.M.	PRESS PREVIEW OF EASTER FASHIONS Saks 34th will invite the press to a special preview of Easter fashions. By invitation only. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	7TH FLOOR

PRESS PREVIEWS: SPRING CUSTOM-ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Thursday Feb. 24	<u>MAINBOCHER</u> At 11:00 A.M.	6 EAST 57TH ST.	PUBL: ELEANOR LAMBERT, MU. 8-2130
Wednesday March 2	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF, PL. 3-7300
Thursday March 3	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: CAROLYN HAIGHT, PL. 3-4000
Tuesday March 8	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. (Bendel Originals and French Imports)	PUBL: FRANCES ANDERSON, CI. 7-1100
Wednesday March 9	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL: RASPONI ASSOC., TE. 8-8171
Thursday March 10	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH, PL. 5-2600
Friday March 11	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL: SOPHIE SHONNARD, EL. 5-6800

Thursday Feb. 24 12:30 P.M.	SPRING FASHIONS AT BENEFIT SHOW "Anticipation for Spring"--Ann Cox will present Farquharson & Wheelock's fashions during luncheon for N.Y. Women's Bible Society. By invitation only. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ANN COX, INC. (FARQUHARSON & WHEELOCK)	HOTEL PIERRE BALLROOM
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Thursday Feb. 24 6:30 P.M.- 7:30 P.M.	SHOWING OF SPRING MILLINERY Martin's will show Spring millinery by: Marion Valle, Caspar-Davis, Bernice Charles, Alfreda, Alice May, Edgar Lorie, Jan Lesle, Adrienne Originals, Woodmere. Open to public..Publ: Rita Dobbins, TR. 5-310C.	MARTIN'S (BROOKLYN)	2ND FLOOR
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Friday Feb. 25 9:30 A.M. Breakfast	PRESS PREVIEW OF CHILDREN'S FASHIONS Macy's will invite the press to preview Spring fashions for children. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
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Friday Feb. 25 12:00 Noon	PREVIEW OF NEW SEWING MACHINE Luncheon showing of new Pfaff fully automatic sewing machine. By invitation. Publ: Rosalind Stevens, TE. C-2930.	PFAFF SEWING MACHINE (373 FIFTH AVENUE)	STORK CLUB 3 EAST 53RD STREET
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Feb. 28 9:15 A.M. Breakfast	GRAND OPENING FOR THE PRESS Russeks' preview of redesigned and redecorated main floor, featuring a new boutique with imported and domestic accessories, new millinery salon. By invitation. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	MAIN FLOOR
Tuesday March 1 9:30 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Oldric Royce will present a press preview of his custom-order collection. By invitation only. Publ.: Nona James, 20 W. 43rd St., CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Tuesday March 1 11:00 A.M.	PRESS PREVIEW: FASHIONS BY HOWARD GREER Jay Thorpe will present Spring and Summer fashions by Howard Greer. By invitation. (Customer showing at 2:30 P.M.) Publ.: Jane Negbaur, JU.6-1000.	JAY THORPE	4TH FLOOR
Tuesday March 1 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Pauline Trigere will present her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	TRIGERE, INC. (550 SEVENTH AVE.)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday March 1 4:00 P.M.- 6:00 P.M. Cocktails	INTRODUCTION OF IRISH LINEN QUEEN The Irish Linen Guild will introduce the 1955 Irish Linen Queen to the press at a reception. Fashion show and Fashion Academy Contest Award at 5:15 P.M. By invitation only. (<u>Sixth Annual National Irish Linen Week will be March 14 - 19</u>). Publicity: Rowlands Assoc., 420 Lexington Ave., LE. 2-9292.	IRISH LINEN GUILD	HOTEL PIERRE ROOF
Tuesday March 1 7:00 P.M. 10:00 P.M.	DISCUSSION OF FRENCH AND ITALIAN FASHIONS Miss Kay Silver, Fashion Editor of "Mademoiselle", will give a resume on the French and Italian collections. Open only to members of Society of American Fashion Designers. Contact: Frances Duehren, LA. 4-7950.	SOCIETY OF AMERICAN FASHION DESIGNERS	FASH. INST. OF TECH. 225 WEST 24TH STREET
Tuesday March 1- March 2	46TH SEMI-ANNUAL LEATHER SHOWING Exhibit hours: Tuesday, March 1, from 9:00 A.M. to 7:00 P.M.; Wednesday March 2, from 9:00 A.M. to 3:00 P.M. Contact: Tanners' Council, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA BALLROOM
Wednesday March 2 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Showing of Else Fritz's Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000, Else Fritz Contact: EL. 5-5038. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PK. SO.)	HOTEL PIERRE COTILLION ROOM
Wednesday March 2 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOW Harry Frechtel's Spring coats and suits, available at Lord & Taylor, will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	HARRY FRECHTEL	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 2 2:30 P.M.	FALL & WINTER SHOE CONFERENCE "Exploring Footwear Futures"--the National Shoe Retailers Ass'n Style Conference, showing how developments in apparel, leather and other fields have an influence on future styling of footwear. Speakers: Frederick Rahr, color and research specialist; Al Bogutz, Newton Elkin Shoe Co.; Estelle Hamburger, fashion merchandising consultant. By invitation only. Contact: Mr. L. E. Langston, MU. 6-7520.	NAT'L SHOE RETAILERS ASS'N (274 MADISON)	HOTEL PLAZA TERRACE ROOM
March 2	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 2).		
Wednesday March 2 9:00 P.M. Supper- Show	SPECIAL TRIBUTE TO MICHELE MURPHY "Inspiration Gala"--the fashion and home furnishings industries will pay tribute to Michele Murphy, late director of the Industrial Design Division of the Brooklyn Museum. Price: \$100.00 per couple. For benefit of the Industrial Design Division. (Checks payable to Walter N. Rothschild, Treasurer). Contact: Julia Raymond, UL. 7-8900.	THE BROOKLYN MUSEUM	EASTERN PARKWAY SCULPTURE COURT
Thursday March 3 9:00 A.M. Breakfast	PRESS PREVIEW OF "GREY ROOM" FASHIONS Ohrbach's will preview their Spring collection of "Grey Room" coats and suits. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SHOP
March 3	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 2).		
Friday March 4 9:30 A.M. Breakfast	PREVIEW OF SPRING FASHIONS FOR TALL GIRLS Macy's will invite the press to preview their Spring fashions for tall girls. By invitation only. Publicity: Barbara Gray, CH. 4-2000.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Friday March 4 11:00 A.M.	PREVIEW: CUSTOM- ORDER COLLECTION Knize will present their custom-order collection for Spring and Summer. By invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., 341 Madison Ave., MU. 9-1630.	KNIZE, INC.	24 EAST 56TH STREET
Friday March 4- March 13	1955 NEW SPORTS & VACATION SHOW Major manufacturers will display sports equipment. Also, advice on planning and budgeting vacations. Price: \$1.50. Publicity: Oristano Associates, 551 Fifth Ave., MU. 7-6844.	NEW YORK EXPOSITIONS, INC.	KINGSBRIDGE ARMORY JEROME AVE. - 195TH ST.
Monday March 7 11:30 A.M.; 3:00 P.M.	PRESS PREVIEW OF MURIEL KING FASHIONS Press showings of Muriel King Spring collection and Stein & Blaine furs. By invitation only. Contact: PL. 3-7700.	STEIN & BLAINE, INC.	13 WEST 57TH STREET SALON
Monday March 7- March 9	NATIONAL PRESS WEEK IN DALLAS Newspaper fashion editors and syndicate writers will be invited to attend press showings of Summer fashions manufactured in Dallas. Contact: Mrs. Clyde Johnson, Dallas Fashion Center, 1101 Commerce St., Dallas.	DALLAS FASHION CENTER	DALLAS, TEXAS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 7- March 13	ELEVENTH ANNUAL ANTIQUES SHOW Admission: \$1.25 plus tax. Pub.: Larry Gore Assoc., 52 W. 53 St., EL. 5-4107.	LEADER ENTERPRISES INC. (97 DUANE ST.)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
Monday March 7- March 16	FIFTY-SECOND ANNUAL AMERICAN TOY FAIR About 1300 exhibitors will show at the 1955 Toy Fair, with temporary exhibits in Hotels McAlpin and New Yorker. In addition, there will be permanent showroom exhibits at 200 Fifth Avenue and 1107 Broadway. Publicity: Manning Public Relations, 33 W. 55th St., JU. 2-4633.	TOY MANUFACTURERS OF THE U.S.A.	HOTELS McALPIN & NEW YORKER
Tuesday March 8 10:00 A.M. Breakfast	PRESS PREVIEW OF SPRING FASHIONS Martin's will present junior and misses Spring coats, suits and dresses. By invitation only. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	5TH FLOOR
March 8	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 2).		
Tuesday March 8 12:30 P.M. Luncheon	PREVIEW: FALL SWEATERS FOR MEN AND WOMEN Jantzen will present predictions and projections of Fall 1955 separates and sweaters for men and women. By invitation only. Jantzen contact: Meryle Allen, OX. 7-0811. Publicity: Karin Johnson, OX. 7-2797.	JANTZEN, INC.	HOTEL PIERRE ROOF
Tuesday March 8 2:30 P.M.	SHOWING OF FASHIONS BY AMERICAN DESIGNERS Jay Thorpe will present Spring fashions by American designers. Open to public. Publicity: Jane Negbaur, JU. 6-1000.	JAY THORPE	4TH FLOOR
Wednesday March 9 9:30 A.M. Breakfast	PREVIEW OF ADVANCE SUMMER MILLINERY Reggi of Wilshire will present her "After Easter" millinery. By invitation only to press and buyers. Publicity: Maud G. Moody, LE. 2-5562.	REGGI OF WILSHIRE (65 WEST 39TH ST.)	1407 CLUB 1407 BROADWAY
Wednesday March 9 12:30 P.M. Luncheon	FASHIONS BY IRENE OF CALIFORNIA Gunther Jaeckel will present Spring fashions by Irene of California at luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gunther Jaeckel Publ.: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 9 12:30 P.M. Luncheon	SPRING "GREEN ROOM" FASHION SHOW Bloomingdale's ready-to-wear Spring fashion show will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale Publicity: Margaret de Mille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
March 9	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 2).		
Thursday March 10 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Bergdorf Goodman will present their imports at a special preview for the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday March 10 1:00 P.M. Luncheon	SPRING & SUMMER SHOE FASHIONS DURING LUNCHEON J. & J. Slater's Spring and Summer shoe fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	J. & J. SLATER	HOTEL PLAZA PERSIAN ROOM
March 10	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 2).		
Friday March 11 9:00 A.M.; 12:00 Noon	TWO SHOWINGS OF IMPORT FASHIONS The Fashion Group's semi-annual Import Fashion Show at 9:00 A.M. (Breakfast) and 12:00 Noon (Luncheon). Speaker & commentator: Jessica Daves, Editor-in Chief of Vogue. Co-Chmn. of Ready-To-Wear Division: Alice Burrows and Adelia Ellis. Prices: Breakfast--\$5.50 (members), \$8.00 (guests); Luncheon--\$7.50 (members), \$10.00 (guests). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
March 11	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 2).		
Monday March 14 10:00 A.M.	PRESS PREVIEW OF IMPORTS AND COPIES Gimbels' press showing of Spring imports and copies, and Boutique originals. By invitation only. (Showing will be repeated at Hotel Plaza, Monday, March 21, 1:00 P.M. luncheon). <u>Customer showings</u> : Mon., March 21 at 5:30 P.M.; Tues., March 22 & Wed., March 23 at 2:00 P.M.--on Gimbels 3rd floor. Publicity: Ellen Eskin, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Monday March 14 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Presentation of Clare Schaffel's Spring custom-order fashions and Margaret Cody's millinery during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	CLARE SCHAFFEL; MARGARET CODY	HOTEL PLAZA PERSIAN ROOM
Monday March 14 2:30 P.M.	IMPORTS & COPIES AT SHOWING FOR CUSTOMERS Presentation of Russeks' imports and copies. Open to public. (Date of press preview will be announced). Publ.: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Week of March 14	SIXTH ANNUAL NATIONAL IRISH LINEN WEEK (March 14-March 19). Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.		
<i>Civil</i> Beginning Tuesday March 15	SIXTH ANNUAL LACE FESTIVAL Theme: "Fashion Loves Little Laces"--International Lace Festival. Publ.: Gladys Steiner at Lester Harrison, 341 Madison Ave., MU. 9-1630.	THE LACE INSTITUTE	THROUGHOUT THE COUNTRY
Tuesday March 15 9:30 A.M. Coffee	PRESS PREVIEW OF IMPORT COLLECTION Macy's will preview their import collection and Macy counterparts. By invitation only. (Customer showings, by ticket only, Monday, March 21 and Tuesday, March 22 at 2:00 P.M. in Macy's Little Shop, 2nd floor.) Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday March 15 4:00 P.M.- 5:00 P.M.	FALL FABRIC FASHION FORUM AND DISPLAY Annual Fall Fabric Forum for children's wear and accessories manufacturers by Parents' Magazine. Analysis of children's fashion trends by Mrs. Beryl Tucker, Fashion Editor, illustrated by an advance fashion presentation of new silhouettes, new colors and new textures. By invitation only. Publ: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL BILTMORE FOUNTAIN COURT
Wednesday March 16 11:00 A.M.	BERNARD NEWMAN SPRING ORIGINALS Bergdorf Goodman will preview Bernard Newman's collection of ready-to-wear originals. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Wednesday March 16 12:30 P.M. Luncheon	FASHIONS FOR TALL GIRLS AT LUNCHEON SHOW Peg Newton will present Spring fashions for tall girls during luncheon. Press by invitation only. Public by reservation; contact: "Beverly", TE. 8-8000. Peg Newton Publicity: Donna Cannon, MU. 7-5447. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	PEG NEWTON	HOTEL PIERRE COTILLION ROOM
Wednesday March 16 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Rosette Pennington will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ROSETTE PENNINGTON	WALDORF-ASTORIA EMPIRE ROOM
March 17	ST. PATRICK'S DAY (Thursday).		
Thursday March 17 9:30 A.M.	PRISS PREVIEW: IMPORTS AND ADAPTATIONS Ohrbach's will preview Paris and Italian originals and copies. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR
Thursday March 17 1:00 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Luncheon showing of Spring fashions by Martini Designed, available at The Tailored Woman. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Martini Publicity: Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MARTINI DESIGNED	HOTEL PLAZA PERSIAN ROOM
March 21	FIRST DAY OF SPRING (Monday).		
Monday March 21 1:00 P.M. Luncheon	SHOWING OF IMPORT ORIGINALS & COPIES Luncheon presentation of International imports with Gimbels' adaptations. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. (Press preview Mon., March 14 at 10:00 A.M.--See Page 6.) Gimbels Publ: Ellen Eskin, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE & PERSIAN
Monday March 21- March 24	INTERNATIONAL BEAUTY SHOW FOR 1955 Thirty-fifth annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling. Contact: Joseph Byrne, MU. 2-4382.	INTERNATIONAL BEAUTY TRADE SHOW (19 W. 44TH)	HOTEL STATLER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 22 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Arnold Constable will present Spring dresses during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 23 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Adele Simpson will present Spring fashions, available at B. Altman & Co. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ADELE SIMPSON	WALDORF-ASTORIA EMPIRE ROOM
Thursday March 24 1:00 P.M. Luncheon	WOMEN'S FASHIONS BY TAYLOR IMPORTING CO. Jay Thorpe will present Spring fashions for women by Taylor Importing Co. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Jay Thorpe Publicity: Jane Negbaur, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JAY THORPE	HOTEL PLAZA TERRACE ROOM
Thursday March 24 3:00 P.M. And 5:00 P.M.	IMPORTS IN CORDUROY, VELVETEEN & VELVET Crompton-Richmond will present couture fashions from Italy, Paris and London--all made of Crompton corduroy, velveteen and velvet. By invitation only. Publicity: Rosalind Allen at Crompton, LO. 4-2900.	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Monday March 28 1:00 P.M. Luncheon	SOPHIE ORIGINALS AT LUNCHEON SHOW Presentation of Spring ready-to-wear Sophie Originals, designed by Sophie in collaboration with Stephen Erklin, in Hotel Ambassador's series of monthly fashion shows. Press by invitation. Public by reservation; contact: Banquet Department, PL. 5-1000. Sophie Publicity: Grace de Mun, RE. 7-4206. Produced by Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL AMBASSADOR BALLROOM
Wednesday March 30 12:30 P.M. Luncheon	BOUTIQUE FASHIONS DURING LUNCHEON Public by reservation; contact: Headwaiter, EL. 5-3000. Zita contact: Ellen Schair, RE. 4-0101. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ZITA, INC. (755 MADISON AVE.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 6 12:30 P.M. Luncheon	SPRING & SUMMER FASHIONS AT LUNCHEON Mme. Aranka Gyorky will present Spring and early Summer fashions at luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Dir.: Madeleine Riordan, EL. 5-3000.	MME. ARANKA GYORKY (15 EAST 54TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
April 7	PASSOVER -- First Day (Thursday).		
April 10	EASTER SUNDAY.		
Wednesday April 13 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publ.: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 13 7:00 P.M. Dinner	DINNER HONORING OUTSTANDING MERCHANTS Merchants in 25 categories of retailing will be honored for outstanding year-round presentations of manufacturers' advertised brands at a dinner for the 1954 Brand Name Retailer-of-the-Year Awards. Price: \$20.00. Contact: George Hallock or Nathan Keats at the Foundation, PL. 9-8425.	BRAND NAME FOUNDATION (37 WEST 57TH STREET)	WALDORF-ASTORIA GRAND BALLROOM
Friday April 15 9:00 P.M. Dinner- Dance	FOURTH ANNUAL "APRIL IN PARIS" BALL Fourth annual "April in Paris" Ball, a gala dinner-dance for benefit of the American French Foundation, with fashions by French couturiers. Reservations--\$75.00; contact: Miss Liselle Nigot, "April in Paris" Ball, 301 Park Avenue, EL. 5-7565.	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
Monday April 18- April 24	INTERNATIONAL FOOD SHOW -- 1955 Exposition of food delicacies and beverages from all over the world, with extensive exhibits by U.S. manufacturers of "nationality" type foods. Special features -- model gas and electric kitchens, with daily programs showing preparation of special foods; International Beer Garden; Japanese cherry blossom garden; India's Taj Mahal. (Mon., April 18--10:00-7:00, April 19-April 22--11:00-1:00, trade only, by invitation.) Public show-ings: April 19-April 23--2:00-10:00; April 23--11:00-10:00; April 24--2:00-10:00. Admission: \$1.00. Contact: P. Gordon Saville, 7 Park Avenue, MU. 6-7431.	IMPORTED FOOD PROMOTIONS, INC.	KINGSBRIDGE ARMORY JEROME AVE. - 195 ST.
Tuesday April 19 9:00 A.M.- 5:00 P.M.	FASHION FORUM AND SELLING SEMINAR Esquire Magazine's "Fashion Forum and Selling Seminar" for manufacturers, buyers and retailers. Tickets: \$100.00. Contact: Irving Silverman at Esquire, PL. 9-3232.	ESQUIRE MAGAZINE (488 MADISON AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday April 19 12:30 P.M. Luncheon	ANNUAL FASHION SHOW AT BENEFIT LUNCHEON "The Schiaparelli Salute Luncheon"--sponsored by Elsa Schiaparelli, featuring Spring and Summer fashions from her collections. For benefit of National Jewish Hospital at Denver, a free non-sectarian tuberculosis medical center. By reservation with sale of \$25.00 contributions book. Schiaparelli Publicity: Saul Krieg Assoc. PL. 3-1543. Public Relations: Eli Jaffe, 19 W. 44th St., VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF-ASTORIA GRAND BALLROOM
Wednesday April 20 12:15 P.M.	FABRICS DIVISION LUNCHEON MEETING The Fashion Group will have their fabrics luncheon meeting. Co-chairmen: Margaret Ingersoll and Vesta Shaffer. (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON ASTOR GRAND BALLROOM
Sunday May 8	MOTHER'S DAY. Theme: "Remember Mother, She Never Forgets." Contact: Arthur Freeman, 430 Park Avenue, PL. 1-3500.		
Monday May 9 May 14	ANNUAL NATIONAL COTTON WEEK Theme: "Now Is The Time To Pick Cotton"--25th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, WO. 4-2521.	NATIONAL COTTON COUNCIL (40 WORTH STREET)	THROUGHOUT THE COUNTRY

MOVIES...MUSIC...THEATRE...OPERA...BALLET

- Monday
Feb. 21 SIXTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Mon., Feb. 21: Massenet's MANON. Tues., Feb. 22: Puccini's MADAMA BUTTERFLY. Wed., Feb. 23: Giordano's ANDREA CHENIER. Thurs., Feb. 24: Gluck's ORFEO ED EURIDICE. Fri., Feb. 25: Wagner's TANNHAEUSER. Sat., Mat., Feb. 26: Richard Strauss' ARABELLA. Sat., Eve., Feb. 26: Verdi's UN BALLO IN MASCHERA. Publicity: Francis Robinson, PE. 6-1200.
- Tuesday
Feb. 22 SECOND WEEK: N.Y. CITY BALLET CITY CENTER, 131 WEST 55TH STREET
Tues., Feb. 22: INTERPLAY, SWAN LAKE, PAS DE TROIS, BOURREE FANTASQUE. Wed., Feb. 23: FOUR TEMPERAMENTS, ROMA, AFTERNOON OF A FAUN, FANFARE. Thurs., Feb. 24: SWAN LAKE, ORPHEUS, SYLVIA PAS DE DEUX, CAKEWALK. Fri., Feb. 25: SERENADE, INTERPLAY, THE CAGE, WESTERN SYMPHONY. Sat., Mat., Feb. 26: THE DUEL, SWAN LAKE, PAS DE TROIS, FANFARE. Sat., Eve., Feb. 26: CON AMORE, THE CAGE, LA VALSE, PIED PIPER. Sun., Mat., Feb. 27: INTERPLAY, ROMA, THE DUEL, PIED PIPER. Sun., Eve., Feb. 27: FOUR TEMPERAMENTS, ORPHEUS, SYLVIA PAS DE DEUX, WESTERN SYMPHONY. Tickets: \$1.50-\$3.60. Publ.: Phillip Bloom, CH.4-5185.
- Wednesday
Feb. 23 OPENING: "THE DARK IS LIGHT ENOUGH" ANTA THEATRE, 245 WEST 52ND STREET
 Katherine Cornell and Roger L. Stevens (by arrangement with H.M. Tennent, Ltd.) present Christopher Fry's new play starring Katherine Cornell and Tyrone Power. Director: Guthrie McClintic. Settings and costumes: Oliver Messel. Publicity: William Fields, PL. 7-6938.
- Thursday
Feb. 24 PREMIERE: "THREE FOR THE SHOW" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
 Columbia Pictures Technicolor, CinemaScope musical starring Betty Grable, Marge and Gower Champion, Jack Lemmon with Myron McCormick. Director: H.C. Potter. Producer: Jonie Taps. Choreography: Jack Cole. Costumes: Jean Louis. Columbia Publicity: Hortense Schorr, CI. 5-5000.
- Thursday
Feb. 24 OPENING: "SILK STOCKINGS" IMPERIAL THEATRE, 249 WEST 45TH ST.
 Feuer and Martin will present Hildegard Neff and Don Ameche in a new musical comedy by George S. Kaufman, Leueen MacGrath and Abe Burrows with music and lyrics by Cole Porter. Featuring: Gretchen Wyler, George Tobias. Settings & lighting: Jo Mielziner. Costumes: Lucinda Ballard. Director: Cy Feuer. Publicity: Karl Bernstein, CI. 6-0427.
- Tuesday
March 1-
April 12 OPENING: "THE MASTER BUILDER" PHOENIX THEATRE, 12TH ST. & 2ND AVE.
 T. Edward Hambleton and Norris Houghton will present Max Faber's adaptation of a play by Henrik Ibsen with Margaret Barker, Oscar Homolka, Joan Tetzl. Director: Oscar Homolka. Production designed by Boris Aronson. Costumes: Alvin Colt. Lighting: Lester Polakov. Publicity: Ben Kornswieg, OR. 4-7160.
- Wednesday
March 2 OPENING: "BUS STOP" MUSIC BOX, 239 WEST 45TH STREET
 Robert Whitehead and Roger L. Stevens will present William Inge's new play with Kim Stanley, Anthony Ross, Elaine Stritch, Jerome Courtland. Director: Harold Clurman. Settings: Boris Aronson. Costumes and lighting: Paul Morrison. Publicity: Barry Hyams, CO. 5-4784.
- Wednesday
March 9
8:30 P.M. PREMIERE: "EAST OF EDEN" (Movie) ASTOR THEATRE, B'WAY & 45TH ST.
 Warner Brothers CinemaScope-WarnerColor production of John Steinbeck's novel starring Julie Harris, James Dean, Raymond Massey. Produced and directed by Elia Kazan. Benefit of Actors Studio. Premiere tickets: \$50.00 each. Warner Publ.: Eve Siegel, CI. 6-1000.